

ABSTRACT

Go-Jek is being a trailblazer of ojek online in Indonesian. This company is engaged in a service of transportation as an intermediary that connects the drivers and customers. In 2017, there was 41% of consumers claimed that they have been disappointed by the online transportation services. The quality of online transportation services will impact on the customer satisfaction. This study employed quantitative approach based on the descriptive study which involved dependent and independent variables. Dependent variable in this study referred to the communication and independent variable referred to the customer satisfaction. This study analyzed the data by using some techniques which were descriptive, correlation and simple linear regression. This study used questionnaire for 100 respondents in total. This study used a sampling technique of nonprobability sampling and the data was processed by using SPSS version 25. It could be concluded that communication brought the important aspect or big influence toward the customer satisfaction of Go-Jek as the online transportation which was 41,4% in total. Beside, the rest of it totally 58,6% was affected from the other factors which was not investigated in this study.

Keywords : *Communication, Customer Satisfaction, GO-JEK.*